



OUR NEWEST PRODUCT!

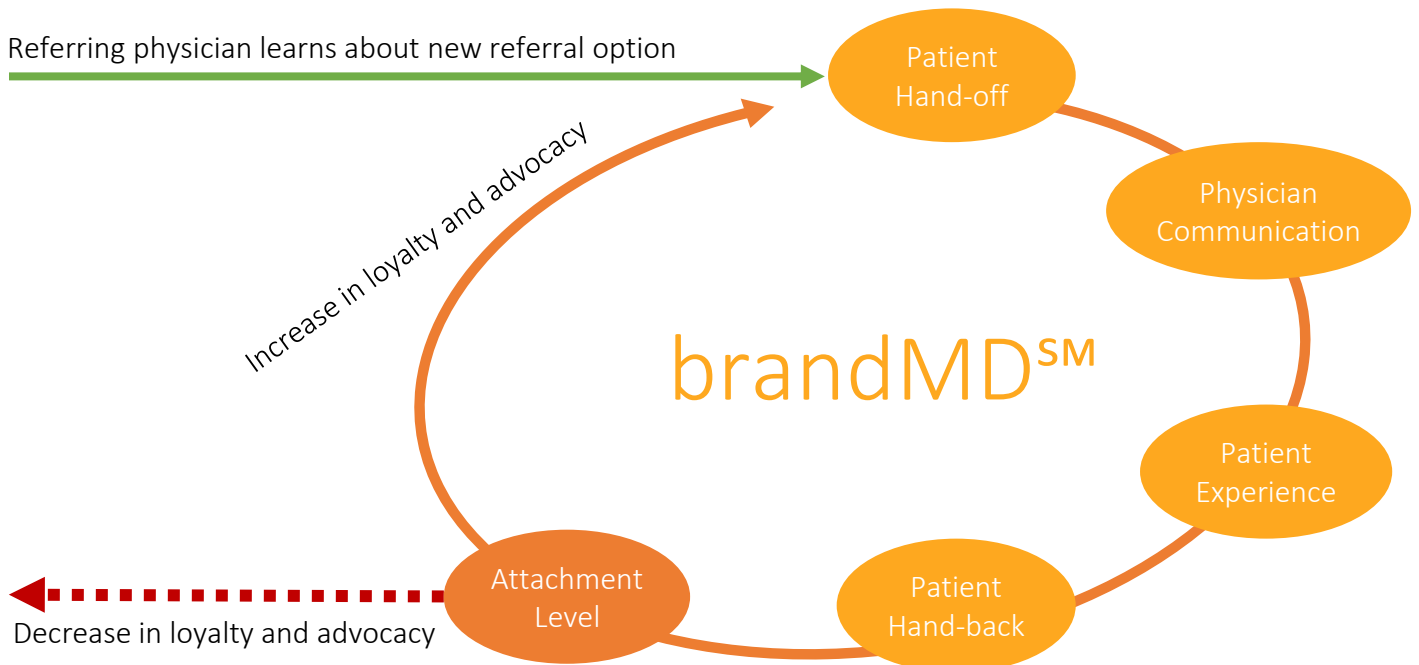
brandMDSM

A physician loyalty loop research framework

Demand often drives the consumer to a doctor's office. What do your physicians have to say about the health system - or do you even know? Anecdotal insights may have gotten you through in the past, but that is no longer enough with today's increasingly competitive landscape. As you pull together your plans, the voice of your internal and referring physicians is essential to manage perceptions, influence referral patterns, and deal with challenges. These are all loyalty factors that you can influence when you have their voice and know what to do with their opinions.

At Klein & Partners and Barlow/McCarthy, we've structured an innovative way to help you understand the voice of the physician. Through our unique survey tool and report findings, we can help you learn how your system is performing across four key physician experience touchpoints and where to prioritize improvement efforts to maximize physician commitment to your brand. And, how to best make these improvement efforts come alive across your organization through a workshop strategy session – it's called brandMDSM.

No other tool gives you this one-two punch of information and direction!



To learn more, contact:

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